

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 12, line 14, with the following amended paragraph.

Integration of sponsored content with a non-search application may be implemented in a variety of forms. For example, in an e-mail application, using sponsored search results saved from a previous user sessions could be integrated as transient messages or messages set apart from the standard set of personally-addressed messages that a user may find in her e-mail inbox[[.]]. ~~sponsored~~ Sponsored matches that appear as email messages in an e-mail application [[is]] are another example. Yet another example may include placing sponsored content saved from a previous search session as banner advertisements or positioned in the left or right navigations bars of a user interface, but integrated with the theme of the current website. For example, if search results are generated, but the user leaves the search website to view a news article on another website, then the sponsored content (e.g., sponsored advertisements, sponsored search results, etc.) may be integrated with the news website. The sponsored content may be rendered using the same font, character type, text, colors, styles, or other layout characteristics as the news website. The sponsored content may be rendered using the same font, character type, text, colors, styles, or other layout characteristics as the news website. The integration of the sponsored content with the theme of the news website may increase the likelihood that the user acts on an offer or ad in the sponsored content. Other examples of integration may be implemented and are not limited to those described above.